

IC Memorandum 14-5



To: KEHP Insurance Coordinators (ICs)
From: Department of Employee Insurance (DEI)
Re: HumanaVitality – Participation and Engagement Growing
Date: January 17, 2014

In a recent study, Kentucky ranks 50th in smoking, 40th in obesity, 50th in cancer deaths and very low in status for many other important health indicators. 80% of plan costs are due to chronic diseases and many of these are preventable and at the very least treatable and manageable for our members. This is why HumanaVitality plays an important role in assisting our members to get on the right track to being healthy and it is incentivized with great rewards.

We wanted to share with you the increase in HumanaVitality participation and engagement from 2012 to 2013.

We expect to have around 130,000 Health Assessments in 2014 with the implementation of the LivingWell Promise.

Obviously, there is still room for growth but what we are doing is working.

2012 Health Assessments-16,768

2013 Health Assessments-34,990

2012 Biometric Screening-3,612

2013 Biometric Screening-5,875

2012 Bronze- 30,601

2013 Bronze- 61,023

